

## SAMPLE

# Event Critical Path

*This is a sample critical path that you may find useful. Timelines and actions below are suggestions and can be adjusted to meet the needs of your event.*

6 months prior to the event:

Action	Responsible	Date Complete
Decide on what kind of event you want to hold and choose a date		
Research competing events during that time		
Develop fundraising goals and event budget, including expenses		
Connect with Women's College Hospital Foundation to register your event		
Form a volunteer committee <i>Committee members can chair event tasks and are a great resource to promote ticket sales and fundraising activity</i>		
Assign committee tasks		
Book a venue		
Book speakers/entertainment		
Develop promotion strategy <i>Social media, community newspaper, invitations, posters, marketing collateral, website, etc.</i>		
Setup a website for ticket sales and share		
Develop a communications plan		
Develop a sponsorship package		
Solicit sponsors to support your event		
Develop marketing collateral		
Apply for appropriate licenses and permits		
Develop theme and décor		
Develop list of invitees <i>If you are inviting VIP and dignitaries, it is best to invite at least 4 months in advance to accommodate busy schedules</i>		
Learn about tax receipting <i>We can help!</i>		

3 months prior to the event:

Action	Responsible	Date Complete
Develop a roster of volunteer needs; volunteer recruitment		
Determine rental needs Book rentals 6 weeks in advance of event		
Brief speakers/entertainment on their role and the direction you would like them to take		
Design and send invitations		
Book photographer		
Develop run of show		
Determine staffing needs; book staff		
Book caterer		
Create day of critical path		
Design and print collateral		
Apply for a Special Occasion Permit 8 weeks in advance		
Book decorator		
Implement communication/promotion strategy		

1 week prior to the event:

Action	Responsible	Date Complete
Connect with volunteers to disseminate roles and event details		
Confirm vendor and delivery details		
A/V check		
Send media release 5 days before your event (optional)		

Event day!

Action	Responsible	Date Complete
Arrive at the venue early to setup		
Final A/V check		
Have fun and enjoy your event!		

Post-event:

Action	Responsible	Date Complete
Guest, sponsor and volunteer stewardship <i>A thank you letter, email or phone call is a great way to thank your guests, sponsors and volunteers for attending and contributing to your event</i>		
Debrief with volunteer committee to discuss successful aspects of your event and areas of improvement moving forward		
Pay all outstanding invoices		
Once your event is complete and expenses are paid, please submit proceeds within 60 days post-event to Women’s College Hospital Foundation. Thank you!		